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Pages:	Cover + 1 + 16 = 18	Date:	March 17, 2008
From:	Anthony J. Orler	Fax:	(310) 964-0941
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March 17, 2008  
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Attention: Commissioner for Patents

Attorney Docket No. PD-990193

Please find attached Re:

Serial No.: 09/532,755

Filing Date: 03/22/2000

- TRANSMITTAL FORM PTO/SB/21 (1 page)
- RESPONSE TO OFFICE ACTION DATED JANUARY 17, 2008 (16 pages)

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PTO/SB/21 (01-08)

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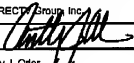
17

Application Number 09/532,755  
Filing Date 03/22/2000  
First Named Inventor Craig Finseth  
Art Unit 2623  
Examiner Name SHELEHEDA, James R.  
Attorney Docket Number PD-990193

## ENCLOSURES (Check all that apply)

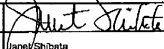
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## SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name	The DIRECTV Group, Inc.		
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Date	March 17, 2008	Reg. No.	41,232

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Typed or printed name	Janet Shibata	Date	March 17, 2008

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## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants:

Finseth et al.

Serial No.: 09/532,755

For: "Method and Apparatus for  
Transmission, Receipt and Display of  
Advertisements"

Filed: March 22, 2000

Group Art Unit: 2623

Examiner: James R. Sheheda

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Janet ShibataRESPONSE TO THE OFFICE ACTION DATED JANUARY 17, 2008Mail Stop AF  
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Sir:

In response to the official action dated January 17, 2008, please consider the  
following remarks:**A Status of the Claims** begin on page 2 of this paper.**Remarks** begin on page 14 of this paper.